

## **Amendments to the Claims**

### In the Claims

The following listing of claims replaces all prior versions of the claims in the application:

1. (CURRENTLY AMENDED) A system for developing customer relationships with a reader/viewer [readers/viewers] of a media for relating a story having a title, a body, an end, and dramatically created points of interest interspersed throughout the body, wherein the system comprises:

- (a) the media [being traditional and electronic story media];
- (b) a media storage device, the media being stored therein; and
- (c) a customer relationship management module (CRMM);

wherein the media has [at least one] a contact aid encoded in the body of the story, proximate [a point] one of the dramatically created points of interest; wherein, upon [a user selection, the contact aid aids in establishing] selection of the contact aid by the reader/viewer, a channel of communication is established from which the reader/viewer can interact with the customer relationship management module (CRMM) regarding the point of interest, the CRMM capturing information about the reader/viewer and analyzing the captured information only if the reader/viewer selects the contact aid, serving up appropriate portions of supplemental data to the reader/viewer; wherein[,] the contact aid [being a contact mechanism] is associated with an author or a character of the story.

2. (CURRENTLY AMENDED) The system of claim 1, wherein the contact [mechanism] aid is selected from [a group of contact mechanisms, including a] the group consisting of character-specific postal address, telephone number, email, SMS, chat room address, IP address, web page address, activatable mailto hyperlink, and hypertext link to a URL.

3. (ORIGINAL) The system of claim 1, wherein the CRMM comprises at least a customer profile capture module (CPCM) for capturing information about the reader/viewer;

a processor which analyses the captured information, identifying supplemental data in a supplemental database on which the supplemental data is stored; and

a server which serves up the supplemental data to the reader/viewer.

4. (CURRENTLY AMENDED) A media for relating a story having a title, a body, an end, and dramatically created points of interest interspersed throughout the body, wherein the media [is traditional and electronic story media and] comprises at least one contact aid encoded in the body of the story, proximate a point of interest, wherein, upon [a user selection] a selection by a reader/viewer, the contact aid aids in establishing a channel of communication from which the reader/viewer can interact with a customer relationship management module (CRMM) regarding the point of interest, the CRMM capturing information about the reader/viewer and analyzing the captured information only if the selection of the contact aid by the reader/viewer is made, the CRMM further serving up appropriate portions of supplemental data to the reader/viewer; wherein[,] the contact aid [being a contact mechanism] is associated with an author or a character of the story.

5. (CURRENTLY AMENDED) The media of claim 4, wherein the contact [mechanism] aid is selected from [a group of contact mechanisms, including a] the group consisting of character-specific postal address, telephone number, email, SMS, chat room address, IP address, web page address, activatable mailto hyperlink, and hypertext link to a URL.

6. (CURRENTLY AMENDED) A method of determining points of insertion of E-interaction points in a story media for interacting with a customer relationship management module, the method comprised of the steps of:

(a) screening the story media in front of at least one test subject instructed to identify points of interest in the media, the at least one test subject not being the intended reader/viewer of the story media;

(b) soliciting inputs of the at least one test subject in association with points of interest; and

(c) [analyzing inputs to identify points of interest suitable for E-interaction points for interacting with the customer relationship management module] inserting an E-interaction point in the story media based upon the inputs of the at least one test subject, wherein each E-interaction point, when accessed by the reader/viewer of the story media, establishes a channel of communication between the reader/viewer and the customer relationship management module.

7. (CURRENTLY AMENDED) A method of setting up a Customer Relations Management Module for selling products using E-interaction points in a story media, the method comprised of the steps of:

(a) screening the story media in front of at least one test subject instructed to identify points of interest in the media, [the media being traditional and electronic story media] the at least one test subject not being the intended reader/viewer of the media;

(b) soliciting inputs of the at least one test subject in association with points of interest;

(c) [analyzing inputs to identify points of interest suitable for E-interaction points;

(d)] inserting E-interaction points within the media, proximate the[se] points of interest, based upon the inputs of the at least one test subject; and  
[(e)] (d) configuring a Customer Relations Management module so as to interact with [an anticipated] the intended reader/viewer if the reader/viewer selects one of the E-interaction points, the interaction being in response to identified needs/interests so as to improve sales of the products.

8. (CURRENTLY AMENDED) A system for developing [customer relationships with readers] a customer relationship with a reader of a story media for relating a story having a title, a body, an end, and dramatically created points of interest interspersed throughout the body, wherein the system comprises:

the story media [being a traditional or an electronic story media], wherein the story media is selected from [the] a group consisting of [traditional media including] books, journals, magazines, newspapers, [and stage-plays or electronic media including] cinema, television, and the Internet;

a media storage device suitable for storing the story media, the story media being stored therein, and the story media having at least one contact aid encoded in the body of the story proximate a point of interest, the contact aid being [a contact mechanism] associated in the body of the story with an author or a character of the story, whereupon [a user] the reader, upon selecting the contact aid, [provides for establishing] establishes a channel of communication via which the reader can interact with a customer relationship management module regarding the point of interest; and

the customer relationship management module disposed to capture information about the reader and [analyzing] analyze the captured

information, serving up appropriate portions of supplemental data to the reader if the reader selects the contact aid.

9. (CURRENTLY AMENDED) The system for developing customer relationships with readers of a story media of claim 8, wherein the points of interest are E-interaction points inserted in the story media, the points of interest being determined by:

screening the story media in front of at least one test subject instructed to identify points of interest in the story media, the at least one test subject not being the intended reader/viewer of the story media;

soliciting inputs of the at least one test subject in association with points of interest; and

[analyzing the inputs to identify points of interest suitable for E-interaction points.]

inserting an E-interaction point in the story media based upon each identified point of interest, wherein each E-interaction point, when accessed by the reader/viewer of the story media, establishes a channel of communication between the reader/viewer and the customer relationship management module.

10. (CURRENTLY AMENDED) The system for developing customer relationships with readers of a story media of claim 9, wherein the Customer Relations Management Module uses the E-interaction points in the story media to offer for sale appropriate products by:

inserting the E-interaction points within the story media proximate the points of interest; and

configuring the Customer Relations Management module so as to interact with [an anticipated] the reader/viewer in response to an identified need/interest and to offer for sale the appropriate products.